

We hereby inform you about how we process your personal data and your rights under data protection law.

### **Who is responsible for processing my data and whom can I contact?**

The data controller responsible for data processing is

Andreas Hermes Akademie im Bildungswerk der Deutschen Landwirtschaft e.V.,  
Friedrichstraße 124, 10117 Berlin and Godesberger Allee 66, 53175 Bonn-Bad Godesberg  
Email: [info@andreas-hermes-akademie.de](mailto:info@andreas-hermes-akademie.de)

You can contact our data protection officer by mail at the above-mentioned address, adding "Data Protection Officer" to the address, or by email at [datenschutz@andreas-hermes-akademie.de](mailto:datenschutz@andreas-hermes-akademie.de)

### **What categories of data do we use and where do they come from?**

The categories of personal data processed include, in particular, your basic claims data and contact details (such as first name, surname, date of birth, private address, (mobile) phone number, email address) as well as other data required for the performance of the contractual relationship (e.g. booked seminars, billing address, successful participation). Your personal data is usually collected directly from you during the booking process or during the implementation. We regularly take photos and, if necessary, make video recordings during our seminars, in which customers and participants may be depicted and audible.

### **For what purposes and on what legal basis is my data processed?**

We process your personal data in compliance with the relevant data protection provisions of the EU GDPR and the German Federal Data Protection Act (BDSG).

Data processing is necessary for the performance of a contract to which you are a party, or for carrying out pre-contractual measures at the request of the data subject. The primary legal basis for this is Article 6(1)(b) of the GDPR. If the processing of your data is based on consent, you have the right to withdraw your consent at any time with effect for the future. In individual cases, we process your data to protect our legitimate interests or those of third parties. This applies in particular to the investigation of criminal offences (legal basis: Article 6(1)(f) of the GDPR). We use your postal address and, if you also provided your email address in a previous booking and have not objected to its use, to inform you about similar events and activities of the Andreas Hermes Akademie in the future.

If we produce image/video products, this is done exclusively with your consent in accordance with Art. 6 (1) (a) GDPR. In such cases, consent will be obtained before each seminar. You may withdraw it at any time with future effect. The image/video products will be used for our public relations work and may be used in flyers and other printed materials, as well as on the internet and social networks.

### **Who receives my data?**

Within the Andreas Hermes Akademie, only those persons who need your personal data to fulfil our contractual and legal obligations will receive it. In addition, we also use external service providers in some cases to fulfil our contractual and legal obligations. Only service providers who offer sufficient guarantees for an adequate level of data protection are engaged as processors.

Your personal data will be disclosed to the following categories of recipients, where necessary:

- Billing service providers (e.g. banks)
- Service providers that provide and maintain IT infrastructure
- The organiser and/or customer of the event
- as well as other bodies due to legal obligations, e.g. tax office, tax authority
- Freelance trainers to conduct seminars and trainings

### **What data protection rights can I assert as a data subject?**

You may request information about the data stored about you at the above address. In addition, under certain circumstances, you may request the correction or deletion of your data. You may also have the right to restrict the processing of your data and the right to receive the data you have provided in a structured, commonly used and machine-readable format.

You also have the right to lodge a complaint. You can contact the above-mentioned controller or a data protection supervisory authority. The data protection supervisory authority responsible for us is: State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia; Kavalleriestraße 2-4, 40213 Düsseldorf

### **How long will my data be stored?**

We delete your personal data as soon as it is no longer required for the above-mentioned purposes. After termination of the contractual relationship, your personal data will be stored for as long as we are legally obliged to do so. This regularly results from legal documentation and retention obligations, which are regulated in the German Commercial Code and the German Fiscal Code, among others. The storage periods are up to ten years.

In individual cases, the order contents are stored for service purposes for more than 10 years.

### **Will my data be transferred to a third country?**

We do not transfer your personal data to third countries.

### **To what extent do automated individual decision-making or profiling measures take place?**

We do not use automated processing to make decisions, including profiling.